

## **What is claimed is:**

**[Claim 1]** 1. A system for distributing data, comprising:

an information card having a front surface, a back surface, and four edges defining a rectangular shape such that said information card resembles a conventional business card;  
said information card including upon its said front surface visually-recognizable indicia;  
said information card including upon its said back surface at least one stripe zone and a ring zone able to contain magnetically recorded instances of the data; and  
a reader including a stationary read mechanism to read the data magnetically recorded in at least one of said zones by placing said information card proximate to said stationary read mechanism.

**[Claim 2]** 2. The system of claim 1, wherein:

at least one of said zones does contain the data and further includes data identifiers associated with at least some of the data; and  
said reader initiates an action automatically in response to reading specific instances of said data identifiers.

**[Claim 3]** 3. The system of claim 2, wherein:

said reader includes a database of records having a plurality of uniquely identified fields; and  
said action is storing instances of the data into said uniquely identified fields of said records when said data identifiers associated with the data match said uniquely identified fields.

**[Claim 4]** 4. The system of claim 2, wherein:

said reader includes a telephone device; and  
when the data includes a telephone number, said action is dialing said telephone number.

**[Claim 5]** 5. The system of claim 2, wherein:

said reader includes a global positioning system (GPS) device and a display unit; and  
when the data includes GPS data, said action is displaying a map or route based on said GPS data on said display unit.

**[Claim 6]** 6. The system of claim 1, wherein at least one of said zones further includes at least one data orientator to permit reading the data regardless of a relative orientation of said information card relative to said stationary read mechanism.

**[Claim 7]** 7. The system of claim 1, wherein at least one of said zones includes stored instances of the data including extensible markup language tagging.

**[Claim 8]** 8. The system of claim 1, wherein said information card is constructed with a paper or plastic based substrate material, to facilitate economical manufacture of said information card.

**[Claim 9]** 9. An information card for distributing data, comprising:  
a front surface, a back surface, and four edges defining a rectangular shape such that the information card resembles a conventional business card;  
the information card including upon its said front surface visually-recognizable indicia; and  
the information card including upon its said back surface at least one stripe zone and a ring zone able to contain magnetically recorded instances of the data, wherein at least one of said zones is readable by placing said information card proximate to a stationary read mechanism.

**[Claim 10]** 10. The information card of claim 9, wherein at least one of said zones does contain the data.

**[Claim 11]** 11. The information card of claim 10, wherein the data includes at least one encoded version of at least some of said visually-recognizable indicia appearing upon said front surface of the information card.

**[Claim 12]** 12. The information card of claim 10, wherein at least one of said zones further includes data identifiers associated with at least some of the data.

**[Claim 13]** 13. The information card of claim 10, wherein at least one of said zones further includes at least one data orientator to permit reading the data regardless of a relative orientation of the information card relative to said stationary read mechanism.

**[Claim 14]** 14. The information card of claim 10, wherein at least one of said zones includes instances of the data including extensible markup language tagging.

**[Claim 15]** 15. The information card of claim 9, wherein the information card is constructed with a paper or plastic based substrate material, to facilitate economical manufacture of the information card.